

Your Hair Can Be Permanently Waved

—Waved so beautifully that it will look naturally wavy and improve after treatment by our new modern method. We have hair switches in all the hard to get shades.

—Rosenthal Sisters, Mezzanine Floor

Lamp Shade Making Taught

—Mrs. Hunt is an artist designer of lamp shades and will teach you without charge if materials are purchased here.

Lipman Wolfe & Co.
Merchandise of Merit Only

Tip Top Inn Bakery

—Bread, rolls, pastry electrical-baked before your eyes every day. Buy your bread and pastries here. Eighth Floor.
Lipman, Wolfe & Co.

Welcome All Visiting Buyers

—We greet you and your friends who are visiting the Rose City this week. Come to our store for information; meet your friends here; make this your headquarters!

AUGUST BRINGS THESE IMPORTANT STORE EVENTS

Exquisite New Castleton Blouses

—These are by far the loveliest blouses we have ever seen, and that applies to quality, style and novel adornment!

—The overblouse is the thing; it may be of Georgette (either navy with handsome dull red wool embroidery and beads, or in the delicate pastel shades, bisque, flesh, tan), or it may be crisp ecru net with a vestee front of rich oriental lace, with handsome venise medallions, crochet buttons or fragile Battenburg points to make it new. There are the waistline blouses, too, that are very new.

—Prices ranging from \$18.50-\$60.

Third Floor.
Lipman, Wolfe & Co.



Taffeta Hats New and Very Smart

—The earliest autumn hat chooses as its material taffeta, moire or gros-grain, either alone or combined with duvetyne, beaver or velvet; navy or white and combinations.

—Patent leather hats with hand-painted trims are new and much favored. There are wonderful Cage Goldlor and Dahlia Hats for street, dress, tailored and evening wear, showing the new shapes and smart adornments.

—Prices ranging from \$18 to \$30.

Third Floor.
Lipman, Wolfe & Co.



There Are Fur Sales and Fur Sales But the Whole Town Is Talking About Our

August Sale of Furs

—It is the Fur Sale par excellence of the season; a Fur Sale that is consistent with the merchandising policy of Lipman, Wolfe & Co., the result of months' planning; a sale offered at a time when stocks are at the top notch of completeness. A Fur Sale that YOU should attend if you are interested in buying good furs and saving money on them.

—We know that the city abounds in fur sales; we welcome them. They make it possible for you to compare the pelts in the garments we are offering with those offered elsewhere. We will be the gainers, for you will instantly recognize the savings to be effected through buying here.

—After our first announcement was made, other stores "burned the midnight oil" to prepare a fur sale—hastily—but this same scheme was attempted during our Anniversary Sales, to no purpose. We WANT you to SHOP AROUND; that is how confident we feel that our prices are lowest, quality and workmanship compared.

—Coats, Capes, Coatees, Scarfs, Throws—every pelt that is fashionable, every style that is good—here. —And do not miss the opportunity now of buying elegant fur garments at radical savings—at

Fur Prices That End With the Month—For After Aug. 30 They Must Go Up to Normal

—The extensive scale upon which we have gone into the fur business has been encouraged by the tremendous growth of our Third Floor Ready-to-Wear Departments. And this has been due to the fact that the most careful thought and attention have been given to merchandising these sections. Women appreciate that our styles are authentic and our qualities exactly as represented.

—Thought has been given to the pelts used, the linings, the styles, the workmanship and the materials throughout. Every newest style trend will be found in this group of furs.

Here Are Instances of How You Can Save Money by Buying Furs Now

- | | | |
|---|---|---|
| You Can Save \$164.20
On a Jap Mink Coat Now | You Can Save \$35.75
On a Coney Fur Coat | You Can Save \$109.00
On a Scotch Moleskin Coat |
| You Can Save \$243.75
On a Mole Trimmed Hudson Seal Coat | You Can Save \$167.75
On a Nutria Dolman Coat | You Can Save \$18.75
On a Brown or Gray Coney Scarf |
| You Can Save \$196.00
On a Squirrel Trimmed Hudson Seal Coat | You Can Save \$120.00
On a Beaver Trimmed Sealine Coat | You Can Save \$28.00
On a Squirrel Trimmed Sealine Scarf |
| You Can Save \$109.00
On a Skunk Trimmed Hudson Seal Coat | | You Can Save \$17.00
On a Manchurian Wolf Scarf |



Arrange Your Own Terms to Suit wear them, and convenient terms of payment may be arranged if desired.

—For the convenience of those who wish to buy furs now and take them out later we will reserve furs until you are ready to wear them. —Third Floor—Lipman, Wolfe & Co.

Martex Bath Towels in a Sale Extraordinary—Prices Those of 3 Years Ago

—In these days of soaring prices it is surprising to find the price tickets on these splendid Martex goods marked the same as those on similar Martex products of three years ago. Every piece is new, perfect, fresh, and bears the Martex label. Surely this is the time to buy.

1200 Martex Bath Towels At 50c

—Good medium sized towels in an excellent assortment of colored borders and fancy effects in pink, blue, lavender and orange. The price is unusual.

Novelty Martex Towels \$1.15—\$1.50

—A big assortment of fine quality bath towels, plain white and with fancy borders in clear, pretty colors.

New Fancy Martex Bath Towels, 75c

—Liberal sized bath towels with fancy colored borders in a great assortment of designs and colors in plain and brocade weaves.

Heavy Martex Bath Mats \$1.15 to \$3

—200 bath mats in medium and large sizes in colors of blue, pink, orange, lavender, French gray, tan and white.

Large Size Martex Bath Towels, \$1.00

—Fancy towels of an excellent quality—soft and absorbent. They are extra large size and the assortment is unusually good.

Martex Wash Cloths 18c—25c

—Fine, absorbent wash cloths with fancy colored borders to match the fancy towels.

Second Floor, Lipman, Wolfe & Co.

500 Picture Frames Specially Bought for This Sale—at

39c



—These are the rich antique gold finish frames of three-fourths and one-inch mouldings. Sizes 3 1/2 x 5 1/2 inches, 5x7 inches, 5x8 inches, 7x9 inches, 8x10 inches and cabinet size (4x6 inches).

—Complete with glass and back. In some instances the glass alone is worth the special price.

Picture Galleries. Sixth Floor—Lipman, Wolfe & Co.

Lamps and Shades

—New arrivals in lamps—floor lamps, table, davenport and boudoir lamps in a host of new designs and shapes.

—Wonderful new silk and parchment shades in colorings to harmonize with any setting.

Fifth Floor, Lipman, Wolfe & Co.

Velvets—Velveteens

Favored by Dame Fashion for Fall

—Handsome velvet and velveteen will play a very important part in the smart autumn wardrobe; it fashions into wondrously rich gowns, suits and wraps, both for day and evening wear.

—The velvet is 40 and 42 inches wide, and the velveteen is 27, 36, 44 inches in width.

—Reasons why you should buy NOW: Quantity is limited, it is difficult to obtain, and the prices on the next lot will be considerably higher than present prices.

—SOMETHING NEW, a rich black chiffon velvet with a moire finish.

Second Floor—Lipman, Wolfe & Co.

Striped Silk Hose Special \$2

—New as the season itself are the striped silk stockings; black striped, with green and purple; white with black, and such fascinating combinations. Lisle tops, toes, soles and heels.

Street Floor—Lipman, Wolfe & Co.

NEW! Smart Plush Scarfs

—Chic, indeed, are the new wraps of fashion; seal plush and pressed seal plush, black and taupe; made into scarfs, stoles and cape effects. Street Floor.

Black Chiffon Broadcloth

—56-inch chiffon broadcloth so much in vogue for suits and wraps. Its superior quality is shown in luster and texture—\$6 the yard.

The First New Shoes

—Brown calf, dull black calf, bronze and satin oxfords and pumps designed on extremely long narrow lines; slender French heels and perfect arches.

—High boots, built on the same graceful lines of French bronze and patent-kid combinations, are as smart as one could imagine. Lace and button styles. All are bench made Wichert make.

Second Floor.



Exquisite HAND-MADE Philippine Garments In a Sale that Cannot be Repeated for This Is the Last Lot Obtainable Under Our Old Contract Price—Buy Now

—We were about to say that these prices are the same or lower than those offered about six months ago in a sale—but better than that they are the prices of two or three years ago—do you realize what that means in these days of steadily soaring prices?

—Exquisite GOWNS and ENVELOPE CHEMISE, the largest group of them we have ever offered; every one PERFECT, every one embroidered and made throughout by hand; all at low prices not to be duplicated for a long time.

GOWNS \$2.45

—A very special group of fine quality hand-made gowns of fine nainsook, hand-scalloped and hand-made.

GOWNS \$4.45

—An unusual opportunity to buy gowns of finest quality nainsook, heavily embroidered in wreath designs and punch work.

CHEMISE \$2.95

—Prettily embroidered scalloped and dotted designs make these fine nainsook envelope chemise unusual at the price!

GOWNS \$2.95

—Delicately hand-embroidered gowns with fine plain scallop and dots. Put together by hand and of fine cloth.

GOWNS \$5.45

—Some of the most beautiful gowns we have ever shown—of fine, sheer fabrics, elaborately embroidered.

CHEMISE \$3.45

—Three pretty styles at this price—flower and dot embroidered, with fine scalloping. All made of fine nainsook.

GOWNS \$3.45

—Four, dainty patterns in this lot—all slipover, short sleeve models, dot, flower and other designs.

CHEMISE \$2.45

—A group of lovely envelope chemise of soft nainsook, with plain hand-scalloped top and edges. Very dainty!

CHEMISE \$3.95

—Round and square-necked envelope chemise made in five different patterns, all exquisitely hand-embroidered.

GOWNS \$3.95

—Six very pretty patterns in V and square neck gowns—with exquisite punch work and solid embroidery.

CHEMISE \$4.45

—Four lovely patterns—punch, open and solid work and of course exquisite scalloping—to embellish these envelopes!

CHEMISE \$4.45

—Fourth Floor, Lipman, Wolfe & Co.

New Beaded Velvet Bags

Special \$3.95-\$5.75

—These bags without the beading would be worth the prices we are asking for them, since they are considerably below present wholesale cost. The bright and colorful beads give them a very "expensive" appearance. Very new, very smart and decidedly unusual in price.

Street Floor—Lipman, Wolfe & Co.

New Imported Japanese Oriental Rugs At Special Prices

—The craze for things oriental demands rugs in the lovely Chinese and Japanese colorings and strange motifs. These are all you could wish them to be—soft and beautiful in shade and of an excellent quality Jute.

Size 6x9, special . . . \$37.50 Size 6x10, special \$45

Size 7:6x10:6, special \$42.50 Size 8x11, special \$47

Size 9x12, special \$57.50

Tape Edge Curtain

Marquiesette, 44c Yd.

—Good quality marquiesette, 36 inches wide; in white, cream or ecru.

Marquiesette and Scrim Curtains

\$1.69 Pair

—Firmly woven fabrics, made with dainty lace edges; white or ivory; 2 1/4 yards long.

Fifth Floor. Lipman, Wolfe & Co.

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